

OpenMind

Introduction

This case study of OpenMind is based on a May 2023 survey of MediaOcean customers by TechValidate, a 3rd-party research service.



“I really love the customer service. Whenever I have an issue, MediaOcean always helps immediately. I also love the visibility and how easy it is to carry out billing and IOs. The platform is very user friendly!”

Challenges

- Loss of access to third-party data

Solutions

- Performance-driven paid media
- Measurement & attribution capabilities
- First-party data mastery

Results

- 3-4 hours or more time savings each week using MediaOcean/Flashtalking
- 26-49% improvement in brand awareness
- 26-49% improvement in sales revenue
- 26-49% improvement in campaign performance
- 26-49% improvement in campaign efficiency

About MediaOcean

Powering the future of the advertising ecosystem with technology solutions that enable brands and agencies to deliver impactful omnichannel marketing experiences.

Learn More:

[MediaOcean](#)